

# What's On Woodstock

Your Go-To Community Magazine

Volume 20

2018

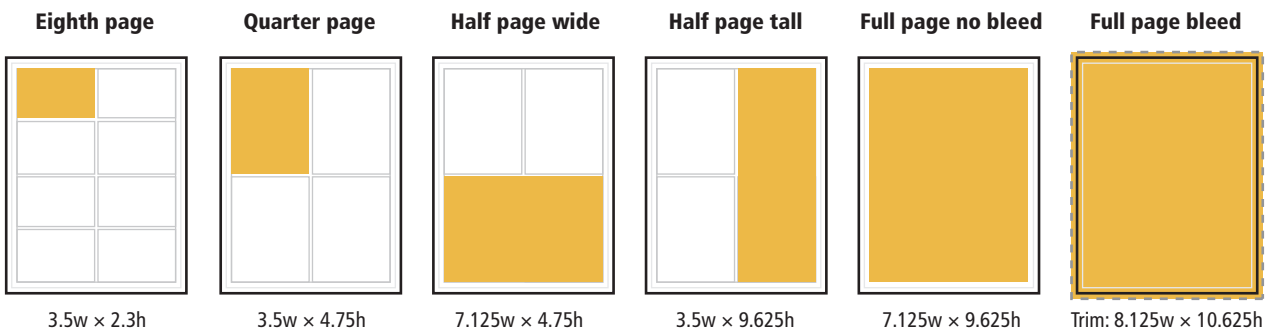
What's On Woodstock Magazine is your guide to leisure sports, arts, culture and entertainment in Woodstock. It is published by the Community Services Department of the City of Woodstock. It has a circulation of 20,000 copies delivered to the residents and businesses of Woodstock.

Reach your audience through advertising in **What's On Woodstock Magazine**. It works!

## Advertising Sizes

| Size                             | Dimensions (w × h)    |
|----------------------------------|-----------------------|
| Eighth page                      | 3.5 × 2.3"            |
| Quarter page                     | 3.5 × 4.75"           |
| Half page wide                   | 7.125 × 4.75"         |
| Half page tall                   | 3.5 × 9.625"          |
| Full page no bleeds              | 7.125 × 9.625"        |
| Full page bleed (with ¼" bleeds) | Trim: 8.125 × 10.625" |

Trim size: 8.125 × 10.625"



**Full Bleed Note:** please add 0.25" to all four sides of trim size for bleed pages. All critical material must be kept a minimum of 0.25" inside trim.

## Advertising Rates



Colour Rates (no b/w rates)

| Size                     | Non-Profit | Regular |
|--------------------------|------------|---------|
| Eighth page              | \$85       | \$105   |
| Quarter page             | \$140      | \$195   |
| Half page (tall or wide) | \$240      | \$330   |
| Full page                | \$445      | \$565   |
| Covers (inside, back)    | \$665      | \$665   |

Advertising Rates are for ad placement only. Advertising design production charges will be billed separately.

## Advertising Contact

**Brad Janssen**, City of Woodstock  
**519-539-1291 x 4102**  
**[bjanssen@cityofwoodstock.ca](mailto:bjanssen@cityofwoodstock.ca)**

# What's On Woodstock



## 2018 Schedule

What's On Woodstock Magazine is published ten times annually.

|                   | Reservation Deadline | Material Deadline | Release Date         |
|-------------------|----------------------|-------------------|----------------------|
| January           | Nov 29               | Dec 1             | Dec 28               |
| February          | Jan 3                | Jan 5             | Feb 1                |
| March             | Jan 31               | Feb 2             | Feb 26 <sup>1</sup>  |
| April             | Feb 28               | Mar 2             | Mar 26 <sup>1</sup>  |
| May               | Apr 4                | Apr 6             | Apr 30 <sup>1</sup>  |
| June/July/August* | May 15               | May 17            | June 4 <sup>1</sup>  |
| September         | Aug 1                | Aug 3             | Aug 27 <sup>1</sup>  |
| October           | Aug 29               | Aug 31            | Sept 24 <sup>1</sup> |
| Nov/Dec*          | Oct 3                | Oct 5             | Oct 29 <sup>1</sup>  |

\* Combined issue.

<sup>1</sup> Canada Post Delivery beginning week of date shown.

## Production Requirements

What's On Woodstock Magazine is printed on a four-colour web. The cover is printed on a sheetfed press. Printing is direct-to-plate. Binding is saddle-stitch.

### Digital Files

Digital Files are the **only accepted** method for advertising materials. In order of preference, the following digital files are accepted:

- PDF/X-1a
- PDF, with high-res (300 ppi) CMYK images and fonts embedded

Send advertising artwork by e-mail to:  
andrew@flyingsquirreldesign.com

## Editorial Contact

For information about What's On Woodstock Magazine, please contact Brad Janssen.

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## Magazine Production

What's On Woodstock Magazine production is handled by Flying Squirrel Design Inc., under the direction of the City of Woodstock.

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**FLYING  
SQUIRREL  
Design Inc.**

**81%** read the magazine every month  
**83%** keep the magazine for 2 weeks or more  
**96%** rated the magazine from Good to Excellent

Source: 2006 Reader Survey

**Readers look for the magazine.  
They keep it. They enjoy it!**